



ESPEIT DE CHAMPIONS

## Fair Grounds Race Course

1751 GENTILLY BOULEVARD  
NEW ORLEANS, LOUISIANA 70119  
504 944-5515

"HOME OF RISEN STAR"

SANDRA SALMEN  
DIRECTOR OF MARKETING

October 25, 1988

Ms. Claire Carcich  
Philip Morris  
120 Park Avenue  
New York, New York

Dear Claire:

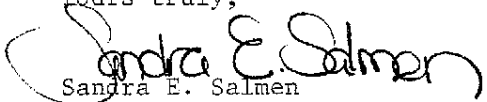
In regards to our telephone conversation concerning advertising in the Fair Grounds Daily Racing Program, it was agreed upon that the Philip Morris Company would no longer occupy the outside back cover of the program, because I would not accept the terms in which your company wanted to be charged for the program cover.

With the advent of OTB (Off Track Betting) in the State of Louisiana, there are now nine locations throughout the State which carry the races from the Fair Grounds, which means we have to supply these outlets with daily racing programs.

This last season the Fair Grounds saw an increase of 18.2% in attendance due to OTB.

Last season Philip Morris paid the Fair Grounds \$7,900.00 for the outside back cover and wanted to pay the Fair Grounds the same sum for that position this year. I could not justify the idea of no increase in revenue for the Fair Grounds.

Yours truly,

  
Sandra E. Salmen  
Director of Marketing

SES/jh

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